

# Trade Invest Monthly

## Hawaii's International Business Network

### State of Hawaii

#### Department of Business, Economic Development & Tourism

To receive the Trade Invest Monthly by Email, please send your request to: [tradeinvest@dbedt.hawaii.gov](mailto:tradeinvest@dbedt.hawaii.gov)

## International Notices

### Basics of Exporting Seminar

The Hawaii Small Business Development Center Network, the Pacific District Export Council and the Oahu Economic Development Board are cosponsors of this seminar.

Mr. George Dolan, former Senior Trade Specialist and Director of the Export Assistance Center Hawaii, U.S. Department of Commerce will cover all aspects of exporting including: researching; export opportunities; establishing contact; financing the export shipment; methods of payment; letters of credit; order processing; and shipping and documentation.

The seminar details are as follows:

DATE: Wednesday, May 3, 2000  
TIME: 8:30 a.m. – 4:00 p.m.  
PLACE: HEI Training Room #2,  
1001 Bishop St., 8<sup>th</sup> Floor, Honolulu  
COST: \$40

NOTE: The registration fee covers workshop materials but does not include lunch or parking. Enrollment is limited and accepted on a "first-come, first-served" basis.

To register, call the U.S. Department of Commerce in Honolulu at (808) 522-8042.

### Making the Most of Trade Show Booths

The Hawaii Small Business Development Center will be sponsoring a seminar, "Making the Most of Your Trade Show Booth". Companies that present their products or services at national and international trade shows may find this seminar useful.

The featured speaker, Ms. Charlene Davé, from Event Specialists International, will talk about helpful tips on interacting with prospects, display materials, booth appearance, and budgeting.

DATE: Tuesday, May 23, 2000  
TIME: 9:30 a.m. – 11:30 a.m.  
PLACE: SBDC training room  
1111 Bishop Street, Suite 204, Honolulu  
COST: \$35

For more information on the seminar, please call the Hawaii Small Business Development Center at (808) 522-8131.

## Worldwide Market Reports

*Due to the large number of requests for reports, we have made the request process easier to better serve you. Complete the request form at the end of the newsletter and Fax to (808) 587-3388, or send an Email message to: [tradeinvest@dbedt.hawaii.gov](mailto:tradeinvest@dbedt.hawaii.gov)*

### Hong Kong – Hotel & Restaurant Equipment

The U.S. & Foreign Commercial Service reports that the market for U.S. hotel and restaurant equipment in Hong Kong is growing due to the tourism rebound and related development in Hong Kong's hotels and restaurants.

Key points in the market are as follows:

1. In 1999, total Hong Kong imports of hotel and restaurant equipment were US\$300 million, with the U.S. market share between 5-10%. U.S. hotel and restaurant equipment have a solid quality reputation and sell mainly to the high-end market;
2. 50% of Hong Kong's imports of hotel and restaurant equipment in 1999 were re-exported into China's expanding market;
3. There are 75 hotels in the Hong Kong Hotels Association. Most major hotels provide a high standard of facilities and services, and are open to U.S. firms that can supply innovative products, services and solutions;
4. About 200 middle- to high-end new restaurants will open in Hong Kong in the next 12 months;
5. The Hong Kong Tourism Association predicts tourist arrivals will approach 10 million in 2000, up 4% from 1999; and
6. In addition, there are other businesses that need hotel and restaurant equipment – coffee shops, supermarkets, theaters, bakeries, hospitals, colleges & schools, and food processing manufacturers.

For a copy of the report, complete the request form and fax to (808) 587-3388.

### New Zealand Market for Fresh Fruits

The U.S. Department of Agriculture reports that New Zealand's consumption and imports of certain fresh fruits are growing, and that U.S. exporters are capitalizing on these counter seasonal trends.

U.S. suppliers have also been able to take advantage of new phytosanitary agreements that have allowed the first shipments of U.S. pears and Hawaiian papayas in 1999.

Advantages and challenges of the New Zealand market for U.S. fresh fruits are as follows:

Advantages

- U.S. fruits normally have a high quality image;
- Tariffs are zero; and
- U.S. promotion efforts have increased consumption of some fruit varieties.

Challenges

- Competition from Australia;
- Domestic competition; and
- Fruit handling techniques need improvement.

For more information on the New Zealand market, contact the Foreign Agricultural Service, American Embassy in New Zealand, Tel: (64)-4-472-2068, ext. 293; Fax: (64)-4-473-0772; Email: [fas@usda.america.org.nz](mailto:fas@usda.america.org.nz)

## **Agreement on U.S.-China Agricultural Cooperation on U.S. Beef, Wheat, and Pork Sectors**

The Office of U.S. Trade Representative reports that due to the U.S. – China Agricultural Cooperation Agreement, signed on April 10, 1999, the first shipment of U.S. meat left the U.S. for China in early-April. However, continued development of the U.S. meat and poultry, and wheat exports will depend on further actions by Congress.

The first meat shipment “represents the first direct opening of China’s market to U.S. meat and poultry producers,” according to U.S. Trade Representative Charlene Barshefsky. She also went further to say that, “Direct exports of U.S. meat to China should increase dramatically as further market opening and sales opportunities are presented by China’s accession to the WTO. But full access will only happen if Congress votes to approve permanent normal trade relations with China.”

The Agreement is significant in that China recognizes the U.S. standards and guidelines for all grains, meat and poultry. This means that China will accept all imports of U.S. meat and poultry that have been approved by the U.S. Department of Agriculture’s Food Safety Inspection Service. Previously, China would only accept import from U.S. plants and facilities that had been inspected and approved by China’s quarantine.

For more information, contact the Office of the U.S. Trade Representative at Tel: (202) 395-3230.

## **Indonesia – Food Supplements**

Before the Asian economic crisis began in July 1997, Indonesia had strong economic growth. This growth led to a growing middle class with more sophisticated demands and consumption patterns.

The U.S. & Foreign Commercial Service reports that increased health awareness and demand for food supplements resulted from this economic. Until July 1997, the market demand for food supplements in Indonesia had grown 10% per year. With the economic turmoil, sales declined by more than 80%. However, in 1999, the food supplement sales in Indonesia once again started to increase.

The key points regarding this market are as follows:

- Food supplements market was estimated at US\$43.8 million in 1999;
- Growth in 2000 is projected at 5-10%;
- 70% of the food supplements are imported;
- U.S. products are highly regarded in Indonesia, and have a 40% market share of total imports. This situation is unlikely to change in the near future;
- There is no import restriction on food supplements, but imported food products must be registered at the Directorate General of Food and Drugs, Department of Health; and
- People are taking preventative measures to keep healthy.

Four markets are identified as best prospects:

1. Degenerative Prevention – products that prevent degeneration diseases such as cardiovascular diseases, cancer, hypertension, osteoporosis, etc;
2. Diet and Aesthetics – products that affect physical appearance, including weight;
3. Maintenance of Vitality and Stamina – products designed for older people to maintain a more active lifestyle and to fight off illnesses; and
4. Vitamins and Minerals – products such as anti-oxidant formulations, spirulina, multi-vitamin, trace mineral tablets, etc.

For a copy of the report, complete the request form and fax to (808) 587-3388.

## **Japan - Banana Imports Growing**

A recent Japan External Trade Organization (JETRO) report states that banana sales have been increasing due to the health-food boom, and the image of bananas as the “miracle fruit.”

This was supported in a 1997 report by Professor Masatoshi Yamazaki of Teikyo University stating, “Eating bananas enhances immunity, and makes people less susceptible to arteriosclerosis and cancer.” Other mediums such as newspapers, television, and magazines have featured bananas from time to time, and as a result, bananas gained wide recognition as a food that is good for health and that is enjoyed by people of all ages.

With these positive factors, banana imports picked up momentum from 818,700 tons in 1996 to 923,800 tons in 1999. In 1999, imports grew the strongest at 13.7%.

The biggest competition comes from the Philippines (70% market share), Ecuador (20% market share), and Taiwan (7% market share).

Overall, Japanese tend to prefer the sweeter banana varieties, and as a result, major banana players such as Dole, Del Monte, and Chiquita have been sponsoring research on breeding varieties that meet the Japanese tastes. Also, with a growing concern about the safety of foods, Japanese prefer bananas grown with minimal use of farm chemicals.

For a copy of the report, complete the request form and fax to (808) 587-3388.

## **Taiwan Soil and Groundwater Treatment Equipment/Services Market**

With the rapid industrialization of Taiwan, the U.S. and Foreign Commercial Service report that environmental technology and service providers have considered Taiwan as a prime prospect for soil and groundwater remediation projects. The rapid economic growth has also created numerous environmental problems generating 17 million tons of non-hazardous industrial waste and 950,000 tons of hazardous waste annually.

The passage of the new Soil Remediation Law in January 2000 will create new demand for the groundwater treatment equipment/services market. The new law gives the Taiwan Environmental Protection Administration with a legal basis to establish a regulatory structure to control soil and groundwater quality as well as to oversee remediation projects.

The standards are not expected to be completed until the end of 2000, but as a result of the new law, there will be an impact in increased site investigation activity.

The key points to the report follows:

1. The markets for site assessment and investigation are expected to grow rapidly with the establishment of the new law.
2. Within the private sector, multinational companies and joint ventures have accounted for all of the demand for site assessment and investigations over the past 2-3 years. There are a limited number of multinationals and manufacturing facilities in Taiwan, and demand for site investigations will drop off within two years.
3. As the market with the multinational companies slows, the demand for site assessment and investigation by local Taiwanese companies is expected to develop. This will include industries that are sensitive to soil concerns include chemical, machinery manufacture, and electronics – all sizable industry sectors in Taiwan.
4. Companies interested in providing investigation or remediation services in the Taiwan market are encouraged to establish a Taiwan office or form joint ventures. Presence in the market is important to private sector clients. There are 350 registered small engineering companies. For those interested in government projects, it is essential to have a local presence.
5. Companies hoping to become players in the market should establish an early presence. The length of presence is a significant factor in attracting clients, and firms that do not have a track record will be at a disadvantage once the market demand starts to rapidly increase.

For a copy of the report, complete the request form and fax to (808) 587-3388.

## **Office of the U.S. Trade Representative's 2000 Inventory of Trade Barriers**

The Office of the U.S. Trade Representative has recently released *The 2000 National Trade Estimate Report on Foreign Trade Barriers*, which provides a comprehensive list of unfair trade practices and barriers to U.S. exports of goods and services.

This report covers 55 major trading partners in each world region. Using this report as a foundation, the Office of the U.S. Trade Representative identifies barriers to exports, seeks to reduce or eliminate them through negotiation, and diligently enforces these agreements. This report plays a significant role in President Clinton's U.S.A. trade policy.

A copy of the report is available on the Internet at [www.ustr.gov](http://www.ustr.gov) under reports.

## **Australia – Hotel, Restaurant, Institutional Food Service Sector**

The Foreign Agriculture Service's Global Agriculture Information Network published a report on the Australia Hotel, Restaurant and Institutional Food Service Sector.

The report focuses on the following points:

1. Australians spend 30% of their food budget on takeaway or dining out, spending an average of US\$18.86 per capita each week on meals away from home;
2. Food service industry served nearly 4.2 billion meals in 1998. The forecast is for number of meals served to increase by 4% annually over the next two years. Restaurants, cafes and fast-food chains will benefit the most;
3. Food service sector in Australia was worth US\$13.7 billion in 1998/1999. It accounted for 35% of total food sales, and is growing twice the rate of retail food sales;
4. European influence is strong. For example, restaurant menus are increasingly taking on classic French principles. Ethnically, Australians have strong links to the Mediterranean, Europe, and Asia regions, and have a tendency to favor such foods; and
5. U.S. products mentioned to have good sales potential include; healthy products that are convenient for use in food service, products suitable for large events, specialty seafood, and bottled water (in hospitality industry).

For a copy of a report, complete the request form and fax to (808) 587-3388.

## **Offers**

*The trade opportunities listed come directly from the company or trade organization. DBEDT does not endorse these companies or organizations. Please do your own background check before entering into any business negotiation.*

## Offers to Sell

An herbal healthcare company in India is looking for interested buyers of its GMP certified products such as inhalers to clear nasal and chest congestion, pain relieving balm, cough relieving syrups, dermal ointments, throat lozenges, and other products. Contact S. Ramachandran at Amrutanjani Limited, India, Tel: (91)-44-4994164; Fax: (91)-44-4994585; Email: [amrutan@md2.vsnl.net.in](mailto:amrutan@md2.vsnl.net.in)

Chinese motor manufacturer is looking for buyers of its various motors for products such as washing machines, electrical fan, refrigerator, fume hood, food blender, etc. Contact Yuan Feng at Yuanfeng Motor Company the Gold Line Business Information Service Company Limited, Tel/Fax: (86)-757-6336141; Email: [yuanfeng2@2888.com](mailto:yuanfeng2@2888.com)

Chinese company specializing sensors for ZnO pressure, with negative and positive temperature coefficients is looking for overseas interested companies. They offer a full range of related products. Contact Keng Xian at Guandong Foshan Kestar Electronic Co., Ltd. through the Gold Line Business Information Service Company Limited, Tel/Fax: (86) 757-6336-141; Email: [kestar@2888.com](mailto:kestar@2888.com)

## Worldwide Business Trade Shows, Conferences, and Trade Missions

### International

May 29 - 31, 2000

China - U.S. Business Symposium, "Entering the China Market: Where to Begin." Beijing, China. This symposium targets small-

and medium-sized businesses that are interested in the China market but have not yet begun exporting, or exporters who want to increase their investments in China. Presentations will be given by Chinese Government officials on the economic situation, China's ascension into the WTO, priority industries, the legal regime, and foreign exchange policy. Other topics include those presented by American businessmen on selecting a partner, choosing a location, developing a staff, protecting intellectual property, and how Chinese companies can invest in or trade with the U.S. For more information, contact Global Interactions, Inc. in Arizona at Tel: (602) 906-8886; Fax: (602) 906-8887; Email: [info@globalinteractions.org](mailto:info@globalinteractions.org)

September 26-28, 2000

Food & Hotel South China 2000. Guangzhou Foreign Trade Centre, China. About 45% of China's trade passes through the Guangzhou, South China and the Pearl River Delta areas. Guangdong is China's wealthiest consumer market and has a tradition of importing goods from outside the country. Guangdong also has the most developed retail sector in the country. The tradeshow focuses on food and drink, and restaurant and hotel equipment & supplies. For more information, contact Alice Chen at the Hong Kong Exhibition Services Ltd, Tel: (852)-2804-1500; Fax: (852)-2528-3103; Email: [exhibit@hkdesmontnet.com.hk](mailto:exhibit@hkdesmontnet.com.hk)

October 12-15, 2000

The International Food & Hospitality Show (IFHS) 2000. Bangkok, Thailand. With the Thai economy rebounding from the economic crisis, Thailand's tourism industry is reporting its best results in years. IFHS is the only established food and hospitality show for Thailand and is supported by the Thailand Hotel Association, the Thai Chefs Association, and the Union des Foires Internationales. For more information, contact the Overseas Exhibition Services Ltd in UK, Tel: (44)-20-7862-2061; Fax: (44)-20-7862-2108; Email: [pmarch@montnet.com](mailto:pmarch@montnet.com); Website: [www.montnet.com](http://www.montnet.com)

## Report Request Form

Company: \_\_\_\_\_ Contact person: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ Zipcode \_\_\_\_\_  
 Telephone number: \_\_\_\_\_ Facsimile number: \_\_\_\_\_

Report(s) requested:

\_\_\_ Hong Kong - Hotel and Restaurant Equipment  
 \_\_\_ Taiwan Soil & Groundwater Treatment Market

\_\_\_ Indonesia - Food Supplements  
 \_\_\_ Australia - Hotel, Restaurant, Institutional Food Service

Other: \_\_\_\_\_

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